



10656917 - GAU: 3622

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-55 (GP-143-00-US)**

Applicant: **Brian AXE, et al.**

Serial No.: **10/656,917**

Filing Date: **September 5, 2003**

Title: **IDENTIFYING AND/OR BLOCKING ADS SUCH AS DOCUMENT-SPECIFIC  
COMPETITIVE ADS**

Examiner: **Not Yet Assigned**

Group Art Unit: **3629**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**SUBMISSION OF INFORMATION DISCLOSURE STATEMENT  
WITH CERTIFICATION UNDER 37 CFR 1.97(e)(1)**

The applicant respectfully requests that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. Since each of these references is a U.S. patent or a patent application publication, no copies are enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

The applicant reserves the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since a first Office Action has not yet been mailed, this Information Disclosure Statement should be considered under 37 C.F.R. §1.97(b)(3). Alternatively, the Information Disclosure Statement should be considered under 37 C.F.R. §1.97(c)(1).

**Certification Under 37 CFR 1.97(e)(1):**

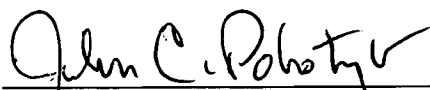
I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from the U.S. PCT Receiving Office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

**Statement Under 37 C.F.R. 1.704 (d)**

Each item of information contained in the Information Disclosure Statement was first cited in any communication from a foreign patent office in a counterpart application and that this communication was not received by any individual designated in §1.56 (c) more than thirty days prior to the filing of the Information Disclosure Statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

Dated: May 3, 2006

John C. Pokotylo, Attorney

Reg. No. 36,242

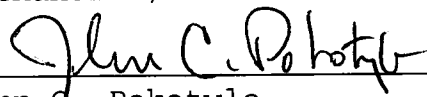
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Tinton Falls, NJ 07724-3260

**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on **May 3, 2006** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

  
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John C. Pokotylo36,242  
Reg. No.

